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**CLAIMS**

1. A method of production of meat-based products from entire muscular tissue that is characterized by the cold incorporation of olive oil.

This method is characterized by the addition of the olive oil after the extraction of the proteins of the meat.

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(a) entire muscular tissue, at low temperature, injected with the appropriate brine (water, salt, seasonings, etc) is inserted in a machine and is subjected to tumbling according to the known techniques, maintaining the meat mass at a temperature inferior to 4 °C and under vacuum conditions

10 (b) at the end of the tumbling, the olive oil is added

(c) the tumbling continues until the complete incorporation of the olive oil

(d) the production procedure continues according to the known techniques (stuffing in casings, heat treatment, packing) taking special care so that the temperature of the mixture does not rise to 4 °C prior to the heat treatment.

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2. The meat products from entire muscular tissue, with direct incorporation of olive oil, which are produced according to claim (1).